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**AMENDMENTS TO THE ABSTRACT:**

An amended Abstract of Disclosure is submitted herewith on a separate sheet.

**ABSTRACT OF THE DISCLOSURE**

An advertising method using a code image physically or electronically represented and an apparatus thereof are provided. According to the method, information for providing network services related to advertisements is physically or electronically represented by a code image in various advertising media, and a user can directly ~~use~~use network services provided by the advertiser, by clicking on the image or scanning or photographing the image with an optical input apparatus.